

Message Text

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PAGE 01 BONN 11360 082034Z
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
-----111210 090629Z /14

R 081920Z JUL 77
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 9678
USMISSION USBERLIN
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH

UNCLAS BONN 11360

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - GOOD BOOK PRESS, LOS ANGELES,
CALIFORNIA.

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

CLAUDIUS-BUCHHANDLUNG
RHEINSTR. 51
D-1000 BERLIN 41, GERMANY
CONTACT: MR. MUELLER
PHONE: 030-851 51 36
COMMENT: COMPANY EXPRESSED MILD INTEREST IN PROPOSAL.
IT IS A LARGE DISTRIBUTOR OF RELIGIOUS LITERATURE IN
WEST BERLIN; WAS ESTABLISHED IN 1950, EMPLOYS 9. PRICES
AND DELIVERY TERMS ARE DECISIVE MARKETING FACTORS FOR
THESE PRODUCTS HERE. ADDITIONAL PRODUCT LITERATURE IS
REQUESTED. BANK REF.: BERLINER VOLKSBANK (WEST),
KAISERDAMM 86, 1000 BERLIN 19.

AMCONSUL FRANKFURT REPORTS:
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FRANKFURT POST HAS NOT BEEN ABLE TO FIND AN INTERESTED
DISTRIBUTOR. ACCORDING TO INFORMATION RECEIVED FROM
THE LEADING DISTRIBUTOR/IMPORTER OF AMERICAN LITERATURE
IN OUR DISTRICT (INTERNATIONALE PRESSE IMPORT-EXPORT
GMBH., UHLANDSTR. 52, 6000 FRANKFURT/MAIN, MGR:
GUSTAV STUECKRATH), THE PRICE OF THE BOOKLETS APPEARS
TOO HIGH AND THE GERMAN MARKET FOR SUCH TYPE "INSPIRA-

TIONAL BOOKS" IS TOO LIMITED. HOWEVER, THE QUESTION WAS RAISED WHETHER THE BOOKLETS BECAUSE OF THE HIGH QUALITY OF THE COLOR PHOTOGRAPHS COULD BE ADAPTED TO PUBLICATIONS WHICH WOULD FIRST OF ALL APPEAL TO THE MARKET OF HOBBY PHOTOGRAPHERS, ALONG THE LINES OF ZIFF-DAVIS PUBLISHING CO., NEW YORK. AN EXCELLENT OPPORTUNITY TO DISCUSS ANY SUCH VENTURE WOULD EXIST AT THE FORTHCOMING INTERNATIONAL BOOK FAIR IN FRANKFURT TAKING PLACE FROM OCT. 12 - 17, 1977.

AMCONSUL HAMBURG REPORTS:

THE FOLLOWING FIRM STATED THAT THEY WOULD HAVE AN INTEREST AND SEE A SALES CHANCE IF THE BOOKS WERE PUBLISHED FOR INDIVIDUAL STATES AND WOULD SHOW THE NAME ON THE COVER, FOR EXAMPLE CALIFORNIA, COLORADO, ETC.:

DR. GOETZE U. CO.
HERMANNSTRASSE 7
D-2000 HAMBURG 1
CONTACT: MR. GOETZE
PHONE: 040-32 24 77

AMCONSUL MUNICH REPORTS:

DESPITE NUMEROUS EFFORTS, WE WERE UNABLE TO FIND AN INTERESTED PARTY FOR THIS ADS. MOST OF OUR CONTACTS
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MENTIONED THAT THE GERMAN MARKET IS ALREADY CROWDED WITH BOOKS LIKE THE ONES IN QUESTION.

SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED, THE EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
STOESSEL

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Message Attributes

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Sent Date: 08-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Subject: ADS REQUEST - GOOD BOOK PRESS, LOS ANGELES, CALIFORNIA. DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOC
TAGS: BEXP, GE
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vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/f8e7146f-c288-dd11-92da-001cc4696bcc
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